



 **NYU** | **TISCH** × **BACKSTAGE**

PERFORMING ARTS INDUSTRY ESSENTIALS

The **Performing Arts Industry Essentials** online certificate program showcases all aspects of this global field and the diverse career opportunities it offers. The program combines interactive learning tools and real-world activities to create an engaging and fun education experience.

This online course is organized to show the wide range of jobs necessary to launch and produce a live performance from concept to a regular run. Within this framing structure, students are encouraged to learn about all the roles played by the people involved from their perspective, while discovering their personal focus in the industry. A sequence of project-based activities and assignments builds students' skills in, and understanding of, the basics of theatre and live performance from every angle, including funding, scripts, directing, stage design, and house management. Students will ultimately understand how to develop effective communication strategies geared towards practitioners and decision-makers throughout the field.

Faculty from New York University's globally-recognized Tisch School of the Arts provide compelling video lessons, while experts from Backstage together with insiders from throughout the industry offer expertise into the field and their own career trajectories to help students gain insights for their own path in the performing arts.

**PERFORMING ARTS INDUSTRY ESSENTIALS CONSISTS OF FIVE COURSE MODULES COVERING:**

- The performing arts landscape
- Getting the show off the ground
- Setting the stage
- The performance
- After opening night and the wider world of performance

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

Students earn a non-credit Certificate of Completion from NYU Tisch upon successfully finishing the program.

**STUDENT BENEFITS:**

1. Certificate of completion (non-credit) from New York University
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced

## MODULE 1: THE PERFORMING ARTS LANDSCAPE

“The word theatre comes from the Greeks. It means the seeing place. It is the place people come to see the truth about life and the social situation. The theatre is a spiritual and social X-ray of its time. The theatre was created to tell people the truth about life and the social situation.” -- Stella Adler’s observation conveys the significance and historical centrality of the performing arts. The best theatre across all times and cultures has not only reflected but has also shaped its society. At its best, theatre helps point society to its best future. This module gives you an overview of this history and unpacks the mechanisms through which a show, and the wide range of theatre’s practitioners, fulfill its promise as a mirror and oracle.

### KEY CONCEPTS :

- History of global theatre
- History of American and African American theatre
- Theatrical genres
- Classical vs. contemporary theatre
- Roles in performing arts
- A theatre life

## MODULE 2: GETTING IT OFF THE GROUND

Before the cast steps foot into the theatre, the scripts have to be written, funding and space have to be procured, the overall artistic vision for the show needs to be set, and the finances have to be managed. This module focuses on all the people who get the show moving.

### KEY CONCEPTS :

- Finding funding - the producer
- Dramaturgy
- Art direction
- Playwriting
- Scriptwriting

## MODULE 3: SETTING THE STAGE

It takes an army of skills to turn an empty space into the world of the show. This module focuses on the design roles, staging professionals, and media experts that work under the overall vision of the show's director.

### KEY CONCEPTS :

- Direction
- Blocking and transitions
- Stage management
- Costume, lighting, prop, and sound design
- Advertising for roles and casting

## MODULE 4: THE PERFORMANCE

This module focuses on the performers who bring to show to life each night. What is the job of a professional actor, dancer, or musician? How do they build their skill sets, audition for a role, and interact with all the other people involved in a production?

### KEY CONCEPTS :

- Acting coaching
- Business for performers
- The audition
- Acting
- Streaming platforms and social media productions

## **MODULE 5: AFTER OPENING NIGHT AND THE WIDER WORLD OF PERFORMANCE**

This module focuses on the people who make the show run from personnel, technical, organizational, and administrative perspectives. Technical directors and production managers keep all the moving parts of the production working together as a unit. But a show doesn't exist in a vacuum: other organizations involved in the performing arts ecosystem, like the various performers' unions, need to liaise with the production, and the scholars, critics, and journalists who cover the performing arts play just as crucial a role to a show's success and the industry's health.

### **KEY CONCEPTS :**

- The role of the producer and production management
- Business for the performing arts
- Marketing and advertising for the performing arts
- Theatrical unions and other theatrical organizations
- Theatre journalism, dramatic criticism and performance studies
- Gender, race, politics, and representation on- and off-stage

## ENROLLMENT DETAILS

### How do I apply for Performing Arts Industry Essentials?

The application for Performing Arts Industry Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=arts>

### How much does the program cost?

The cost of the entire program, which includes all five course modules, related activities, and a New York University (NYU) Certificate of Completion upon finishing, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your NYU Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

### What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

### Is there financial aid available?

No, financial aid is not offered for Performing Arts Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

### What is your cancellation policy?

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

### How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.



## THE PROGRAM

### **Are there any prerequisites, age requirements, or restrictions?**

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for performing arts and learning.

### **What do I get when I complete the program?**

Students who successfully complete the program will earn a Certificate of Completion in Performing Arts Industry Essentials from NYU. Performing Arts Industry Essentials is a non-credit program.

### **How long do I have to complete the program?**

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

### **What if I need more time?**

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

### **Can I download course videos or materials?**

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

### **What can I expect to accomplish by the end of this course?**

Performing Arts Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the performing arts industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from NYU on their resume, they differentiate themselves from the rest of the pack.

### **What type of people enroll in Performing Arts Industry Essentials?**

People with all levels of experience, and in all stages of their career, benefit from enrolling in Performing Arts Industry Essentials. But you will have something in common with all of our students — a passion for performing arts and a desire to build a successful career doing what you love! Our students might already be working in the industry and looking to get ahead, or working in a different industry looking to switch careers.

They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the performing arts world. They might be like you — a future leader in the industry!

**Where do I find the program materials?**

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

**Which devices can I use to watch the class videos and access other program materials?**

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

**When and where do the classes meet?**

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

**How much time do I need to dedicate to the program?**

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

**After I complete the certificate in Performing Arts Industry Essentials, what comes next?**

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the performing arts industry you feel passionate about. If you find that you want to learn even more about a specific area, NYU offers a number of in-person and online program options. Visit <https://tisch.nyu.edu/performing-arts> to explore.

**Who is Yellowbrick and why are they involved?**

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.